ABSTRACT

The tourism sector and the creative economy continue to contribute to Regional Original Income by increasing the tourism economy. Tourism development continues to be carried out in all tourist destinations in Indonesia, one of which is the Rembang Regency. Tourist visitors to Rembang Regency experienced fluctuations from 2016 to 2020. Still, they tended to decrease, which was not significant, so there was a need for a determination to develop tourism potential to boost public interest in traveling. The existence of cultural tourism objects in Rembang Regency can introduce cultural diversity such as traditional arts, religious ceremonies, or customs that can attract tourists. However, the potential for cultural tourism in Rembang Regency is still relatively small compared to natural and artificial tourism. In connection with the Final Project carried out in Rembang Regency, the tourism potential that who will take is the potential for cultural tourism. The root cause analysis using a fishbone diagram shows the lack of tourist interest in visiting cultural tourism areas in the Rembang Regency. In the problems described, measuring tools and indicators are needed to determine the potential for cultural tourism in Rembang Regency. The design of indicators of tourism potential based on tourism planning consists of 6A, namely (Attraction, Amenities, Ancillary Service, Activity, Accessibility, and Accommodation). The SECI method is used to design indicators because the data obtained is in the form of tacit knowledge, so it is necessary to convert knowledge into explicit knowledge. After obtaining the parameters and indicators, the weights were calculated using AHP (Analytical Hierarchy Process) method. The results obtained are in the form of indicators and measuring tools and weighting on each parameter and indicator approved by the Rembang Regency Culture and Tourism Office to help determine the potential of cultural tourism.

*Keywords – **AHP, Cultural Tourism Potential, Measuring Tools, Rembang Regency, SECI***